

Message Text

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ACTION NEA-10

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JIDDA FOR RUAN

E.O. 11652: N/A
TAGS: BEXP, IZ
SUBJECT: EDP SEMINAR: MOST SUCCESSFUL TRADE PROMOTION
EVEN YET

REF: (A) BAGHDAD 0361, (B) BAGHDAD 0184.

1. SUMMARY: EVEN THOUGH IRAQI GOVERNMENT, WE UNDERSTAND, ALMOST CANCELLED THE EDP SEMINAR TWICE BETWEEN TIME IT GAVE ORAL APPROVAL AND THE EDP TEAM'S ARRIVAL, NATIONAL COMPUTER CENTER (NCC) PROVIDED EXEMPLARY SUPPORT TO EVENTS. NUMBER OF ATTENDEES AT THREE SESSIONS EXCEEDED EXPECTATIONS AND HAD APPROPRIATE RESPONSIBILITIES AND BACKGROUND. SUCCESS OF SEMINAR, WE BELIEVE, STEMS FROM U.S. PROMINENCE IN EDP FIELD, NCC'S OWN LEADERSHIP IN THE ARAB WORLD IN THIS AREA, AND REALISTIC ATTITUDE OF EDP TEAM PARTICIPANTS REGARDING THE LIMITED PROSPECT FOR IMMEDIATE SALES. END SUMMARY.

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2. SOCIAL EVENTS MARKED SEVERAL BREAKTHROUGHS. RECEPTION ON "NEUTRAL TERRITORY" OF DAR AL-SALAM HOTEL PROVED A HIGHLY SUCCESSFUL VEHICLE TO MEET IRAQIS. IN ADDITION, PRINCIPAL OFFICER'S RECEPTION PROVIDED AN OPPORTUNITY FOR NINE NCC OFFICIALS TO ATTEND FUNCTION HOSTED BY USINT. ONLY ON ONE PREVIOUS OCCASION HAS AN IRAQI GOVERNMENT OFFICIAL ATTENDED A SOCIAL FUNCTION

HOSTED BY USINT.

3. INABILITY OF MICHAEL GALLAGHER OF DATA GENERAL CORPORATION TO OBTAIN IRAQI VISA REINFORCES "LESSONS LEARNED" REGARDING VISAS (SEE REF. B); HOWEVER, GALLAGHER'S ABSENCE CAUSED NO MAJOR PROBLEMS. BOEING REPRESENTATIVE, GEORGE ARROWSMITH, SKILLFULLY COVERED DATA GENERAL'S TOPIC OF MINI- AND MICRO-COMPUTERS.

4. ONLY PROBLEM OF ANY CONSEQUENCE CONCERNED THE NUMEROUS "HANGERS-ON" WHO WERE NOT OFFICIALLY PART OF THE EDP SEMINAR; THEY INCLUDED FOUR REPRESENTATIVES OF HONEYWELL, TWO FROM MEMOREX, AND ONE FROM BOEING. WE INCLUDED THESE PERSONS IN THE SEMINAR SESSIONS AND SOCIAL EVENTS, BUT NCC MADE QUITE CLEAR TO US THAT THESE EXTRA PERSONS WERE NOT OFFICIAL GUESTS; THUS THE "HANGERS-ON" WERE NOT INCLUDED IN APPOINTMENTS WHICH NCC ARRANGED WITH IRAQI GOVERNMENT OFFICIALS.

5. NCC POSITION IS LARGELY EXPLAINED BY FACT THAT IT HAS A CONTINUING TRADE DISPUTE WITH HONEYWELL. FOUR HONEYWELL "HANGERS-ON" WERE AT ONE POINT DURING VISIT BARRED FROM NCC. HONEYWELL SEMINAR TEAM REPRESENTATIVE, KING-GILLIES, PARTICIPATED IN ALL SEMINAR SESSIONS BUT DISCREETLY DECIDED NOT TO ATTEND SOME NCC APPOINTMENTS ARRANGED FOR EDP TEAM MEMBERS.

6. COMMENT: EDP SEMINAR WAS MOST HIGHLY SUCCESSFUL TRADE PROMOTION EVENT THAT WE HAVE STAGED IN IRAQ SINCE LIMITED OFFICIAL USE

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BREAK IN DIPLOMATIC RELATIONS. WE BELIEVE TECHNICAL SALES SEMINAR IS A TRADE PROMOTION VEHICLE PARTICULARLY SUITED TO IRAQ BECAUSE IT TAKES ADVANTAGE OF IRAQ'S DESIRE FOR ADVANCED U.S. TECHNOLOGY AND ALSO RECRUITS PARTICIPANTS INTERESTED MAINLY IN LONG-TERM SALES. IN PLANNING FUTURE SEMINARS, AS WELL AS OTHER TRADE PROMOTION EVENTS, WE WOULD RECOMMEND THAT USDOC MAKE CLEAR TO COMPANIES THAT "HANGERS-ON" WILL NOT NECESSARILY BE TREATED AS OFFICIAL GUESTS OF THE IRAQI GOVERNMENT. MOREOVER, AS HONEYWELL INCIDENT POINTS OUT, U.S. COMPANIES HAVING TRADE PROBLEMS WITH IRAQI GOVERNMENT AGENCIES SHOULD BE DISCOURAGED FROM USING U.S. TRADE PROMOTION VEHICLES TO RESOLVE DIFFERENCES. END COMMENT.

7. EDP SEMINAR COORDINATOR RUAN PROVIDED EXEMPLARY SUPPORT FOR SEMINAR, AND WE EXTEND OUR GRATITUDE TO HIM. MACK

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